What is claimed is:

[1] A colored sanitary tissue paper comprising: a dye being added to a pulp raw material, wherein a color difference between before and after dyeing is 15 or more in D value of Hunter's color difference formula defined in JIS Z 8730; $D=(\Delta L^2+\Delta a^2+\Delta b^2)^{1/2}$.

[2] A colored sanitary tissue paper comprising: a dye being added to a pulp raw material, wherein a color difference between before and after dyeing is 82.0% or more in L value and a range of 15 to 40 in D value of Hunter's color difference formula defined in JIS Z 8730; $D=(\Delta L^2+\Delta a^2+\Delta b^2)^{1/2}$.

[3] The colored sanitary tissue paper of claim 1 or 2, wherein a softening agent and a paper strength agent as well as a dye are added to the pulp raw material in the quantity per one ton of paper stuff, 0.1-15 kg/t of the softening agent, 0.1-25 kg/t of the paper strength agent and 0.05-15 kg/t of the dye.

[4] The colored sanitary tissue paper of any one of claims 1 to 3, comprising a pink color tone and L value of 82.0% or more, a value of 12 or more, and b value of 5 or less.

[5] The colored sanitary tissue paper of any one of claims 1 to 3, comprising a blue color tone and L value of 82.0% or more, a value of -5 or less, and b value of - 5 or less.

[6] The colored sanitary tissue paper of any one of claims 1 to 3, comprising a yellow color tone and L value of 82.0% or more, a value of 0 or less, and b value of 14 or more.

[7] The colored sanitary tissue paper of any one of claims 1 to 3, comprising a green color tone and L value of 82.0% or more, a value of -6 or less, and b value of 8

15

or more.

[8]   The colored sanitary tissue paper of any one of claims
        1 to 7, being an embossed colored sanitary tissue
        paper with convex parts between embosses relatively
        formed by scattered embosses, wherein an embossing-
        pressure imparted area makes up 5 to 20% of the total.

[9]   The colored sanitary tissue paper of any one of claims
        1 to 8, wherein waste paper pulp is compounded in 0 to
        50%.

[10]   A production method of colored sanitary tissue paper,
        comprising the steps of: adding a cationic softening
        agent to a pulp raw material, then adding an anionic
        dye thereto, and obtaining a colored sanitary tissue
        paper with a color difference between before and after
        dyeing being 15 or more in D value of Hunter's color
        difference formula defined in JIS Z 8730;

        $D = (\Delta L^2 + \Delta a^2 + \Delta b^2)^{1/2}$.